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INVESTMENT YEAR: 2012

REALISATION YEAR: 2018

SECTOR: Consumer

Vietnamese restaurant group

Pho serves traditional Vietnamese food in an informal and casual environment. It specialises in Vietnam's national dish, pho, a tasty and nutritious noodle soup. The menu also offers other authentically prepared Vietnamese dishes, coffees, beers and fruit juices.

*In Livingbridge we have partners who have the same passion, beliefs and commitment to building the Pho brand as ourselves. Jules and myself remain at the forefront of the business and are more committed than ever to bringing great Vietnamese food to London and the UK. The Livingbridge partnership will enable us to spend even more time and resource on making the customer experience even better.*

**Stephen Wall**  
**Co-Founder, Pho**

## The right tools for growth

**Roll out**



We supported the expansion of multiple locations across the UK, raising brand awareness and turning the company into a nation-wide casual dining favourite.



## Pho timeline

**2005** Opens first restaurant in Clerkenwell, London

**2012** Wins 'Best emerging concept' at Retailer of the Year Awards

**2012** Livingbridge invests

**2013** Opens Birmingham restaurant

**2014** Opens 12th site at St Paul's, London

**2015** Opens 15th site in Manchester

**2017** Opens 21st site in Kingston, London

**2018** Livingbridge reaches an agreement to sell the fund and investment management business of Livingbridge VC LLP, comprising the Baronsmead VCTs and the Livingbridge Equity Funds, to Gresham House plc.



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